



# CEL TEN NOVAR

*Commercial electric mobility platform for West Africa*

PRE-SEED PITCH | 2026

PRESENTED BY: EMMANUEL COLLINS DONKOR  
FOUNDER & CEO

# Commercial riders are trapped by high, volatile operating costs

West Africa already runs on motorcycles and tricycles. But there are challenges;

- **fuel costs over 40% of riders' daily income**
- **limited access to credit and asset ownership**
- **~10%** of weekly income on **maintenance**
- **income instability** due to volatile fuel prices

**1M+** commercial motorcycles and tricycles operate across Ghana. A single rider loses **\$600–\$1,000** per year to fuel and ICE inefficiencies. At scale, this drains **hundreds of millions of dollars** annually from low-income workers.



# WHY NOW



01

## Ghana EV transition policy is live

**Preparatory** (2024-2026) → **Transition** (2027-2035) → **ICE phase-out** (2036-2045)  
**22,500+ EVs** already on Ghanaian roads (Ministry of Transport)

02

## Okada & Pragia legalized by Parliament (December 2025)

Commercial motorcycles & tricycles formalized → increased demand  
**80–90%** of 2/3-wheelers are **commercial**

03

## EVs cheaper to operate than ICE

Fuel savings **50% -70%** and **40%-50%** cheaper to maintain (fewer moving parts)

04

## Shift toward ecosystem & infrastructure models

Vehicles → energy → batteries → carbon credits

*In Kenya, 40% of Bolt's fleet is now electric. Leading operators have deployed 50,000+ vehicles, raised \$400M and generated \$20M+ in annual revenue, validating the model*

# OUR SOLUTION

End-to-end platform to deploy, power and finance commercial two/three-wheel EVs



rider onboarding → lease-to-own → battery swap/charge → higher uptime/lower opex

# WHAT MAKES US DIFFERENT



## Rider-first ownership model

Not just rentals. We empower riders to **own**.



## Energy-first platform

Charging, swapping, energy – not just bikes.



## Single battery architecture

Standardized 2W & 3W batteries for seamless deployment.



## Embedded rider financing

Lease-to-own + scalable financial options.



## Tech-enabled operations

Asset tracking, fleet optimization, payments.



## Built for African realities

Adapted for local transport and grid challenges.



## Scale-ready roadmap

From MVP activation to swapping density.



Rider-first electric mobility & energy platform built to scale clean transport, inclusive finance, and distributed energy across Africa

# MARKET SIZE & GROWTH POTENTIAL

**\$2.9B**

**Total Addressable Market**

Ghana

- ~1M commercial motorcycles & tricycles
- Avg fuel spend: \$8/day (\$2,920/year)
- TAM: ~\$2.9B/year (energy displacement)

**\$1.0B**

**Serviceable Addressable Market**

Urban Commercial

- ~350k high-utilization vehicles
- Accra, Kumasi & major hubs
- SAM: ~\$1.0B/year

**\$58M**

**Serviceable Obtainable Market**

Initial Scale

- 20,000 vehicles deployed
- Lease + swapping model
- SOM: ~\$58M/year

**>\$25B**

**annual energy displacement opportunity**



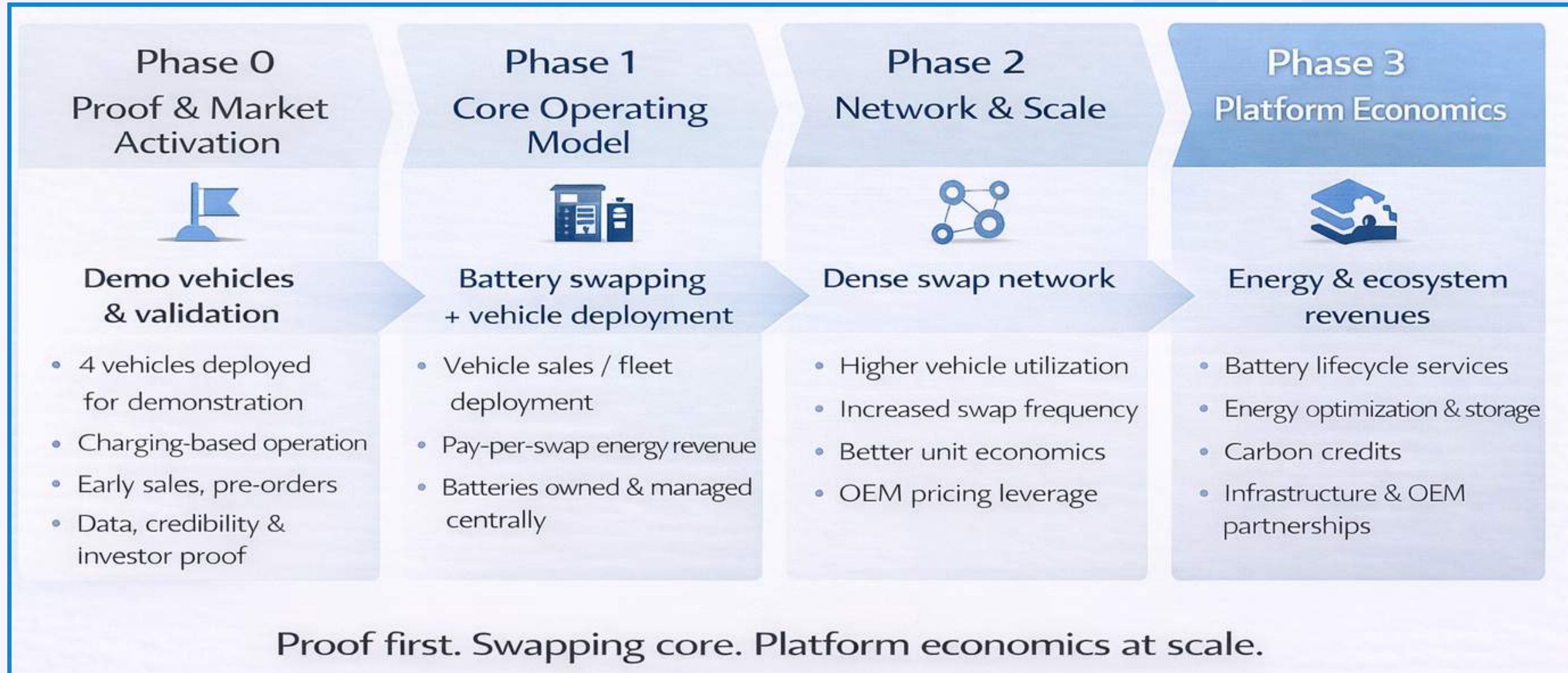
**Regional Expansion (West Africa)**

- 10M+ commercial 2W/3W vehicles

Vehicles already exist.

We are replacing fuel spend – not creating new demand.  
Estimates based on rider surveys, national transport data  
and comparable African EV deployments.

# COMMERCIAL MODEL (PHASED & REALISTIC)



# OEM VALIDATION





**We are deploying proven EV systems — not prototypes.**

## OEM Partner: Alpha eMobility

- Vehicles **already operating** in Africa
- Pilot deployments live in **Nigeria** and **Kenya**
- Thousands of vehicles in **production** and **delivery pipeline**
- End-to-end EV stack: **vehicles, batteries, swap cabinets**
- **On-site engineering & technical support** available



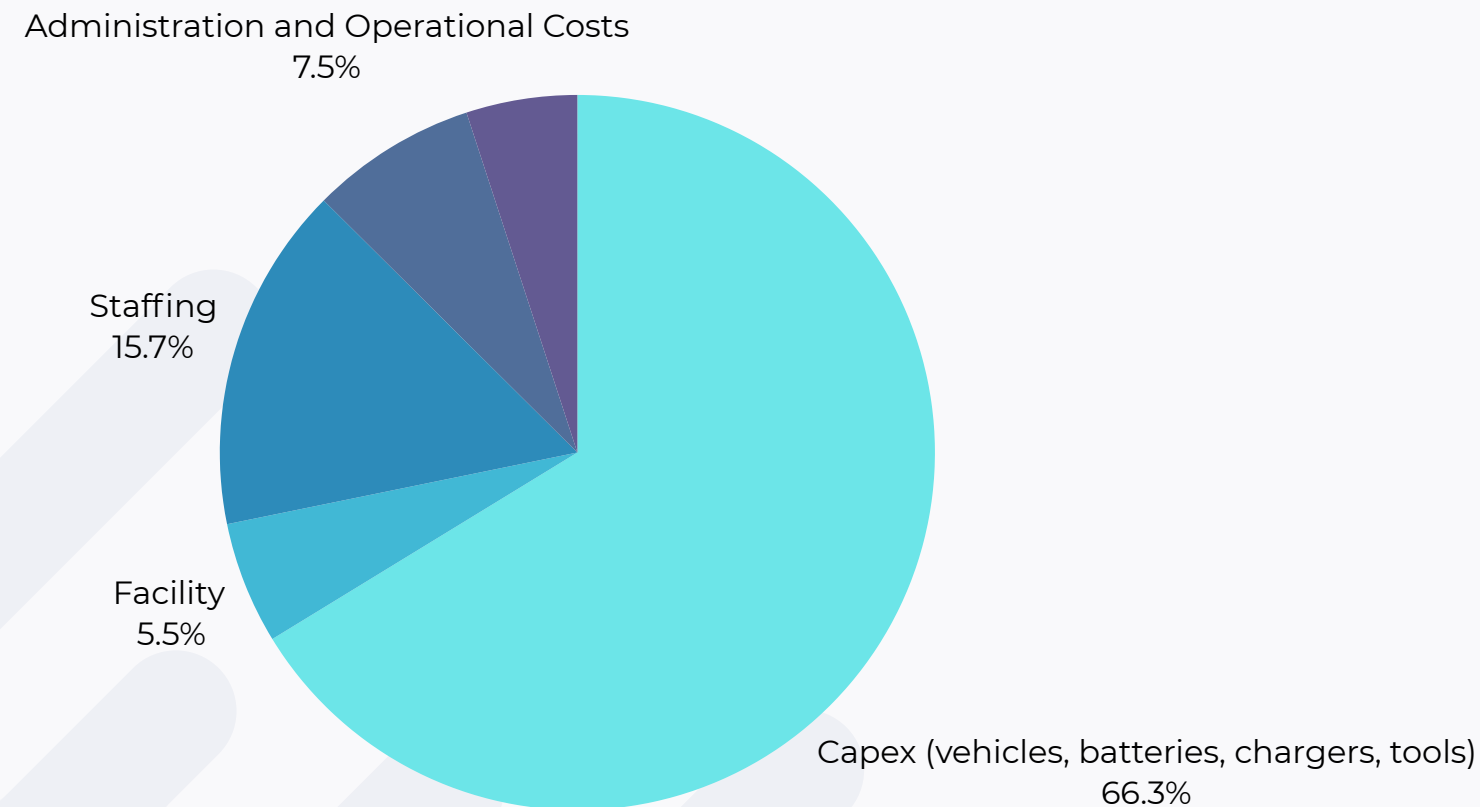
# THE PROOF-ASSET PLAN (NOW)

<p><b>Deploy 4 vehicles</b></p> <p><b>1</b>  <b>1</b> </p> <p>passenger tricycle      cargo tricycle</p>	<p><b>Purpose</b></p> <ul style="list-style-type: none"><li>• Physical proof on Ghanaian roads</li><li>• Pre-orders &amp; LOIs</li><li>• De-risk the scale round</li></ul>
<p><b>2</b>  <b>5</b> </p> <p>motorbikes      portable chargers</p>	<p><b>This is not a pilot. It's market activation.</b></p>

# UNIT ECONOMICS, PROJECTIONS & USE OF FUNDS

**Capital Raise: USD 27,000 (~ GHS 324,000)**  
**Stage: Pre-seed / Market Activation (MVP)**  
**Use: 4-vehicle activation + chargers + operations**

## Use of Funds



## REVENUE PROJECTIONS

Leasing + Energy Model

**Demo Phase – 4 Vehicles (MVP) ~ USD 14,000**

Product validation, rider behavior, operational proof in 3 months

**100 Vehicles ~ USD 800,000**

Lease-to-own + battery swapping revenue

**1,000 vehicles ~ USD 8 million**

Multi-city deployment, dense swap utilization

**20,000 vehicles ~ USD 140 million**

Mobility revenue + carbon credit upside

**100,000 vehicles ~ USD 700 million**

Pan-African clean mobility and energy platform



*All projections from 100-vehicle phase onwards reflect lease-to-own and energy revenue within the first 18 months, with continued upside beyond the lease period.*

# SCALE PATH



## Each stage:

- Improves pricing
- Unlocks infrastructure economics
- Attracts larger capital

# TEAM



**Emmanuel Collins Donkor**

**Founder & CEO**

- 5 years in electric mobility & energy systems
- Former Head, West Africa Operations — ChajaWork Africa
- Former Business Development Manager — Elecer New Energy
- Co-founder, Lectro (hands-on EV training)
- Founding Member & Director — Electric Mobility Association of Ghana
- National Committee Member — UNEP EV Charging Infrastructure Working Group



**Eric Kofi Enu**

**Chief Operating Officer**

- Electric mobility technician & systems integrator
- Founder — Everything Electric Ghana
- Co-founder — Lectro (hands-on EV training)
- Deep experience in EV repair, retrofits & field operations



**Raoul Viera**

**Product Manager**

- Mechanical engineer with EV & manufacturing background
- Product design, DFM, CAD/CAM, testing & optimization
- Supports vehicle integration, localization & scale readiness



**Erica Efua Badu Jackson**

**Head of Field Operations**

- Mechanical Engineer
- Operations experience — Vivo Energy
- Field deployment, logistics & asset operations

# GOVERNANCE



**Edmund Kofi Mensah**

**Non-Executive Director**

- Co-director and early angel investor
- Supports strategic planning, execution oversight, and founder development
- CEO - FKM Logistics
- Experience across logistics, transport, and operational coordination
- Provides continuity, governance, and long-term support



**Dr. Mike Crankson, FICBAC**

**Non-Executive Director (Strategy & Investment)**

- 25+ years leadership across energy, mining & finance
- Executive Director — Western Petrochemicals & Fertilizer
- President — African Dream Investments
- Guides strategy, governance, and institutional engagement

# THE ASK

**GHS 324,000**

*USD 27,000*

## Use of Funds

- 4 vehicles
- Batteries & chargers
- Duties & logistics
- Lean operations

## Investor Options

- Revenue-backed loan at 17% interest with tenor of 24 months
- Convertible note with 20% discount on next equity round
- Revenue-share payback at 1.2x

## Why This Works

- Low capital
- High signal
- Unlocks the real raise

**Proof now. Scale next. Infrastructure always.**

# THANK YOU!



**CELTEN**  
NOVAR

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**Building the operating rails for electric mobility in West Africa...**